

Engage



CiA Consultancy
in Action

Compete



Act



Action Speaks Louder

Issue 4

April 15th 2009

Consultancy in Action:

Focusing on project delivery, CiA offers a mix of marketing consultancy and project management for larger businesses and wider business marketing roles for SME's.

Clients:

- **Comic Relief (FMCG project)**
- **First Great Western**
- **Monster.com**
- **Site Intelligence**
- **Nectar**
- **The Royal Artillery Museum**
- **Lever Faberge**

Act now - contact Peter:

- peter@consultancyinaction.co.uk
- **T : 01483 224367**
- **M: 07774 243545**
- www.consultancyinaction.co.uk

If you would to hear more about saleable and notional brand values and how this could work for you please [email](#) or call 01483 224367.

Please forward this to a colleague who you feel would be interested in the content.

Past issues of the newsletter are available on the CiA website at: www.consultancyinaction.co.uk/newsletter

Next issue

Issue 5 will look at business

I want to give you MORE.

Welcome to **Action Speaks Louder**, the CiA newsletter.

MORE - Marketing out of a Recession - requires identifying and understanding the value of your marketing assets to position your business or brand for marketing out of a recession. Whilst there are some businesses that can truthfully say they are not affected by the recession, whichever camp you fit into, you need to know your saleable from your notional.

The two types of value to understand:

1. **'Saleable Value'** – the tangible or intangible asset that can be transacted or communicated which changes or reinforces customer behaviour in a way that is beneficial to your business.
2. **'Notional Value'** – the tangible or intangible asset that can be transacted or communicated but which has little or no value to your customer and therefore does not change their behaviour in a way that is beneficial to your business.

Here's a simple example to illustrate the point. It's also worth noting that these types of values can be both saleable and notional depending on your target audience / customer.

Let's assume you sell washing powder of which a particular product attribute is that it does not fade colours in the wash. A saleable brand asset might be clear and proven scientific proof of this fact based on multitude of washes across all garment fabric types independently verified. Why is this saleable? Because we all have clothes that are 'irreplaceable' – by that I mean clothes that are more important to us than the monetary cost of replacement.

A notional value, using the same example, might be to offer customers a full money back guarantee of the product and the garment that has faded (upto a maximum value) if they are not completely satisfied. Why is this notional? From your customers perspective it's too late...the customer's 'irreplaceable' garment would be already ruined! What appears to be a generous offer and guarantee has little value.

If you really can identify and separate these two and market the saleable values to your core profitable customer segments, you are not only acting on the principles of MORE, but you will find your brand responding more quickly to the uptrend as it develops.

You can use a simple framework to map out your marketing assets built around 9 key discriminators:

development ...

Previous editions:

[Payment by Results](#)

[Partnership Marketing – approved access](#)

[Partnership Marketing - balance of benefits](#)



So, if you want MORE make sure you know your 'saleable' from your 'notional' in the context of your target audiences.

If you would to hear more about how to identify and communicate your different values please [email](#) or call 01483 224367.

Copyright © 2009. CiA Ltd. All rights reserved. If you would prefer not to receive this newsletter please click [here](#) with 'delist me' in the subject box.